

# Press Release



For Immediate Release:

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## AASP-MN to Host Peer-to-Peer Learning & Networking Events

In response to member demand for more opportunities to connect and share knowledge and experiences with other members, the Alliance of Automotive Service Providers of Minnesota (AASP-MN) has two peer-to-peer learning and networking events scheduled this fall.

The first, a Mech XChange targeted for mechanical-division members, will take place on September 27, from 4 – 6 p.m., at IDENTIFIX in Roseville, MN. In this session, attendees will have the opportunity to take part in two roundtable discussions:

### *Managing the Customer Experience*

Every interaction a customer has during the course of doing business with a shop – from scheduling the initial appointment to delivery of the repaired vehicle and everything in between – will impact their satisfaction and loyalty to a shop. Successful shops control and manage the little things, as well as the big things, throughout the entire customer experience. Attendees will share ideas and best practices for managing customers' experiences.

### *Shop Scheduling & Workflow*

To succeed, all shops must manage their workflow efficiently. This starts with scheduling and includes systems, processes and operational philosophies for maximizing productivity and moving cars through the shop. Attendees will learn tried-and-true methods for tightening up the scheduling and workflow process and increasing profits.

Collision-division members will gather on Wednesday, October 12, for a **Body Shop Session**. This event will take place from 11:00 a.m. – 1:30 p.m. at Grumpy's Bar & Grill in Roseville, MN. The cost to attend is \$25 per person, which includes lunch.

In this session, attendees will learn about OEM certification programs that are becoming more and more prominent in the collision industry. There can be extensive costs and requirements associated with joining these programs, and doing so could be beneficial for some shops and a waste of time for others.

AASP-MN has assembled a panel of local collision shop owners who have gone down this road and are willing to share their "lessons learned" in the process. Certifications represented will be: Ford, Nissan, FCA (Fiat Chrysler), Honda, Infiniti, GM, Hyundai, Audi, Mercedes Benz, VW and Porsche. George Maris, American Honda Motor Co. Collision Parts Market Manager, North Central zone, will also be in attendance to share a manufacturer's perspective. Attendees will hear about their experiences, get questions answered and will be better able to determine if OEM certification is a good fit for their own shops.

Participants at both of these events will also receive a report on AASP-MN's current initiatives and upcoming events. Anyone in the automotive service industry is welcome to attend—membership is not required.

For additional information or to register, contact the AASP-MN office at (612) 623-1110 or 800-852-9071 or visit [www.aaspmn.org](http://www.aaspmn.org).

*The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is an association of nearly 800 independently-owned automotive service businesses and industry suppliers dedicated to improving the state's automotive service industry and the success of its members.*

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